

Reach Out Now Teach In

April 30, 2002

Planning

- Create list of partners within state government that would be effective in communicating the message.
 - Department Of Alcohol & Drug Addiction Services Director
 - Department of Education Superintendent

Action

- Write letters of support and action from the Department Directors and First Lady to teach in a fifth grade class:
 - Governor's Cabinet
 - Governor
 - State Supreme Court Justices
 - County Drug and Alcohol Prevention boards
 - Prevention and Treatment Programs
 - Treatment professionals
 - District Superintendents
 - Elementary Principals
 - Drug and Alcohol Board Associations
- First Lady to teach at 3-4 schools on April 30 to bring awareness
- Press release indicating the widespread support around the teach-in.
- Put Reach Out Now documents on First Lady website
- In speeches, make a mention of the day and event
- Flyers and materials easily accessible through website with further information about underage drinking
- First Lady does radio drive time call in shows.